

## **Marketing Management**

*Course Title: Marketing Management*

*Course No : MKT 509*

*Nature of the course: Core*

*Duration of the course: 50 Lecture hours*

*Duration of the class: 60 minutes*

*Full Marks: 50*

*Pass Marks: 20*

### **Course Objectives**

The objective of the course is to equip students with knowledge and skills in order to take decisions in the area of marketing management.

### **Course Description**

This course deals on the management aspects of marketing. It includes a study of the marketing system and organization, environment and segment analysis, information systems, demand analysis, buyer analysis and competitor analysis, strategic marketing planning, implementation of marketing program and marketing control Course

### **Contents**

#### **Unit 1: Introduction LH 5**

Conceptual development, Marketing in the era of globalization, Trend and tasks of marketing, Holistic marketing concept and customer value, Value and satisfaction, Value chain and value-delivery network, Cost of lost customers, Customer retention and customer relationship management, Customer profitability and total quality management.

#### **Unit 2: Identifying and Selecting Markets LH 8**

Consumer markets in Nepal, Operating environment, Environmental scanning, Segmentation variables for consumer and business markets, Evaluation and selecting of markets, Consumer analysis, Consumer buying decision process, Factors affecting consumer buying decision, Organizational buying process, Factors affecting organizational buying decisions.

#### **Unit 3: Information Gathering and Measuring Market Demand LH 8**

Concept and components of a marketing information system, internal record system, market intelligence system. Marketing research system and decision support system, Trends in marketing information, technology. Measures of market demand. Methods of estimating current and future market demands.

#### **Unit 4: Managing Market Opportunities LH 9**

Understanding market opportunities. Analyzing market opportunities, market opportunity analysis process, sources of information, defining product markets, profiling generic class and product type markets, market size estimation, evaluating market opportunities, developing marketing strategy, nature of planning, planning concepts, contents of marketing plans, strategic planning process (analyze the situation, develop mission statement and objectives, determine composition of business, strategic analysis of business unit and application of portfolio models for strategic marketing analysis such as SBU model, BCG model, GE model and portfolio models, select business unit objectives and strategies, prepare business unit strategic planning -

business mission, SWOT analysis, goal formulation, strategy formulation, program formulation). Marketing program planning.

#### **Unit 5: Competitors Analysis LH 6**

Concepts of competition. Building competitor related strategies, identifying competitors, strategies and objectives, assessing competitors' strengths and weaknesses, estimating reaction patterns, designing the intelligence system, selecting competitors to attack and avoid and balancing customer and competitor orientations.

#### **Unit 6: implementation of Marketing Program LH 9**

Product development, differentiation and positioning strategies. Designing product support services, managing marketing strategies in the stages of product lifecycle, selecting the pricing objective and pricing methods and pricing strategy. Channel and logistics management decisions and strategies, selecting the promotion mix, and promotional strategies, trends in marketing practices.

#### **Unit 7: Marketing Control LH 5**

Feedback and control in marketing, types of marketing control, annual plan control, profitability control, efficiency control and strategic control,

#### **Basic References**

Aaker, D. (1984). *Strategic Marketing Management* New York: John Wiley and Sons.

Kotler, P. (2001). *Marketing Management: Analysis, Planning and Control*. New Delhi: Prentice Hall. Kotler, P., Keller, K.L., Koshy, A. and Jha, M. (2009). *Marketing Management: South Asian Perspective (13th Edition)*. New Delhi: Pearson Education, Prentice Hall.

#### **Supplementary Readings**

Agrawal, G.R (2000). *Marketing Management in Nepal*. Kathmandu: MK Publishers and Distributors.

Cravens, D.W., Piercy N. and Piercy N.F. (2005). *Strategic Marketing*. Irwin Professional Pub.

Foxall, G.R. (1992). *Strategic Marketing Management*.. London: Croom Helen and John.Wiley and Sons. Guiltinan, J.P. (1996). *Marketing Management: Strategies and Programs*. Irwin: McGraw Hill. Koirala, K.D (2057) *Marketing Management*. Kathmandu: MK Publishers and Distributors.

Ramaswamy, V S. and Namakumari, S. (1997) *Marketing Management: Planning Implementation and Control*. New Delhi: Macmillian India Limited.

Sharma, G.R (2008). *Marketing Management: Strategic Decision Perspective*. Kathmandu: Bhundipuram Prakashan. Shrestha,

S.K. (2008) *Marketing Strategy and Management* Kathmandu: Asmita Books Publishers and Distributors.